



commodore

commodore business machines limited



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AMIGA WILL BE SOLD AT COMPUTERLAND STORES, COMPUTER INNOVATIONS AND
A NETWORK OF INDEPENDENT DEALERS

TORONTO -- "Commodore is pleased to announce that the Amiga, a technological breakthrough in the world of personal computers, will be carried nationally by more than three-quarters of the 64 ComputerLand stores across Canada, the entire national network of 37 Computer Innovations stores and approximately 46 independent dealers selected for their expertise," said Robert Graham, Vice-President, Marketing, Commodore Business Machines Limited.

"This newest generation of computers, combining powerful numerical and word processing capabilities with innovations in colour graphics, animation, audio production and text-to-voice synthesis, will be offered the first week of October in Canada's most professional and respected computer centres," said Graham.

"We are honoured to have ComputerLand, Computer Innovations and the 46 select dealers on board," he continued, "and because of this prestigious and extensive network, we believe there is an outstanding quality and quantity of outlets nationwide for business people, educators, and home users to experience for themselves the unique features offered by the Amiga."

In making today's announcement, Graham added that despite the flood of calls received from additional dealers driven by consumer interest in the Amiga, Commodore would not be considering further applications until January 1986.

ComputerLand is a network of 64 outlets franchised by ComputerLand Canada, Inc. of Brampton, Ontario. Included in the group of 45 stores carrying Amiga are 27 centres owned and operated by James Temerty, the largest ComputerLand franchisee in the world.

"The Amiga is a technological tour de force. We thought about it long and hard and we pride ourselves on picking winners. This box will be a winner," said Temerty.

Mike Bartlett of Vancouver is the Chairman of Shar-cat Corporation, a ComputerLand franchise group controlling 17 ComputerLand centres from Thunder Bay to Victoria. In expressing his enthusiasm for the Amiga, Bartlett said, "I see it as a major opportunity to participate in the release of the most significant technological innovation in personal computers in the past year."

Jim Gilroy, Director, Corporate Development, Computer Innovations Distribution Inc., said, "Technologically, the Amiga is an exciting product which will offer Computer Innovations' customers a broad range of applications for the home and small business. We expect the Amiga's success will be exceptionally strong."

Computer Innovations is a Canadian microcomputer retail and distribution company with over 50 sales and service locations across the country including 25 licensed departments in The Bay and Simpsons stores and nine free-standing and flagship store locations. In addition to its microcomputer distribution and service centres, the company manufactures and sells on-line microcomputer based lottery terminals.

The interest in the Amiga expressed by these respected dealers is rooted not only in the multi-tasking and extensive graphic and sound capabilities of this new-generation computer, but also in the quantity and quality of software which has already been created for the Amiga and which is still being developed.

Amiga software development has been underway since early 1984, and the results of these initiatives can be seen in the more than 20 programs which will be available to North American consumers within weeks of the October launch, according to Robert Graham, Vice-President, Marketing, Commodore Business Machines Limited. These include: word processing, accounting, education, music and speech synthesis, paint, graphics presentation and animation programs and telecommunications.

"At this moment, over 150 top software companies have development machines and hundreds of exciting new programs are expected over the months ahead, and 50 or more by the end of the year," said Graham. "There are general applications and a wide range of programs for nearly every vertical market niche. Our commitment to the independent developers is without qualifications."

Third party developers who are publishing software for the October introduction include Microsoft, Electronic Arts, Cherry Lane Technologies, Chang Laboratories, Batteries Included, Borland, Infocom, Broderbund and Synapse.

The programs available to Amiga users have also been enhanced by the creation of a special emulator called "PC Transformer". This inexpensive software package turns the 68000-based Amiga into an MS-DOS machine and will allow users to run the top 20 MS-DOS programs directly off the shelf, including Lotus 1-2-3TM.

"To offer the creativity, power and speed of the Amiga to the francophone market in Quebec, as well as to potential export markets abroad, Commodore is working closely with Visiontronic of Sherbrooke, Quebec," said Graham. "The company is developing a French keyboard and character sets, a French word-processing program entitled, 'Traitex', and a system of French phonetical sounds which will enable Amiga's text-to-voice synthesizer to communicate with francophone users."

"The Amiga is not only truly remarkable but also affordable," he said. "Commodore's goal is to reach the business community, educators, high-end home users and 'creative professionals', such as architects, graphic artists, animators, musicians, motion picture and television producers and more, many of whom have avoided computerization because of high costs or unavailability of a suitable system to match their creative needs."

"Commodore is the undisputed world leader in providing affordable microcomputers," added Graham. "The many features and options of the Amiga make it the best buy in the market today.

"In order to fully communicate this value to the consumer, we decided to sell through those dealers who are the most qualified to demonstrate and service this innovative system. ComputerLand, Computer Innovations and the 46 independent dealers named today are the computer specialty stores which we feel at this time are best able to introduce this leading edge technology to the broadest base of consumers in the office, schools and the home."

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